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Attorney Docket No. 9213-8

PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re: Borger et al.

Group Art Unit: 2167

Serial No.: 09/905,799

Filed: July 13, 2001

For: SYSTEMS, METHODS AND COMPUTER PROGRAM PRODUCTS THAT  
FACILITATE AND ACCOUNT FOR CALL-THROUGH ADVERTISING  
BETWEEN ADVERTISERS AND USERS OF WEB-ENABLED TELEPHONE  
DEVICES

January 18, 2002

Box Missing Parts  
Commissioner for Patents  
Washington, DC 20231

SUBMITTAL OF FORMAL DRAWINGS

Sir:

In response to the requirement for new drawings as set in the Notice to Filing Missing Parts dated August 28, 2001, there is enclosed herewith one set (4 sheets) of new formal drawings. It is requested that these new drawings be substituted for the originally filed informal drawings.

Respectfully submitted,

Needham James Boddie, II  
Registration No. 40,519

Correspondence Address:



20792

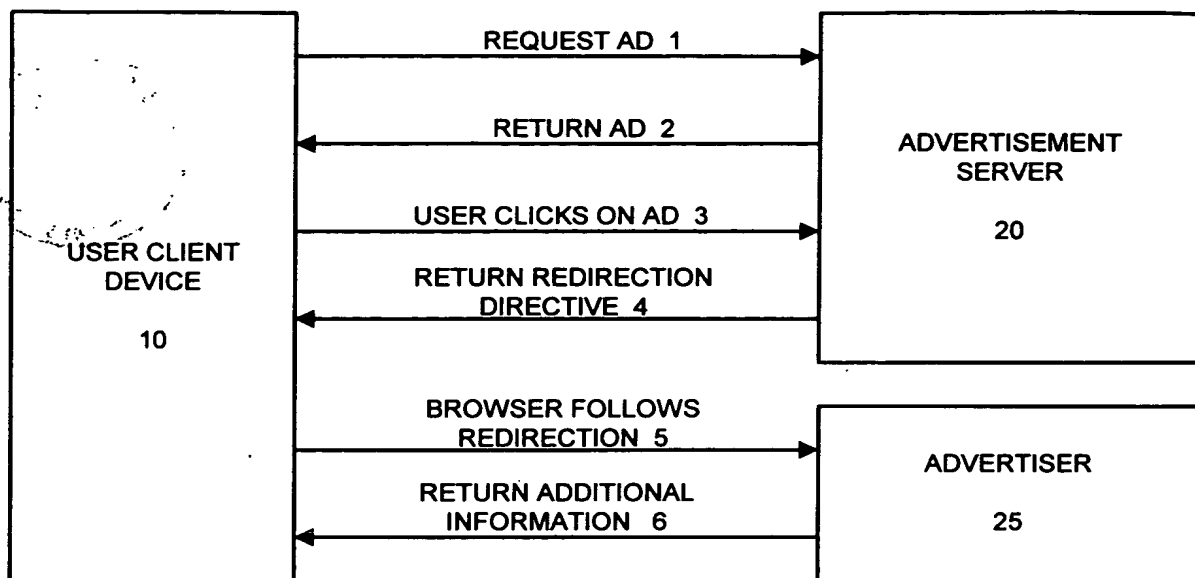
PATENT TRADEMARK OFFICE

CERTIFICATE OF MAILING

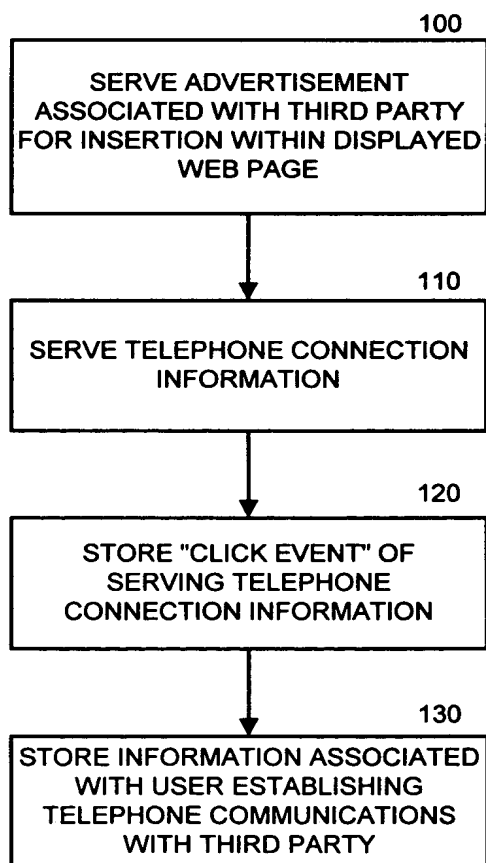
I hereby certify that this correspondence is being deposited with the United States Postal Service as first class mail in an envelope addressed to: Box Missing Parts, Commissioner for Patents, Washington, DC 20231, on January 18, 2002.

Michele P. McMahan Date of Signature: January 18, 2002

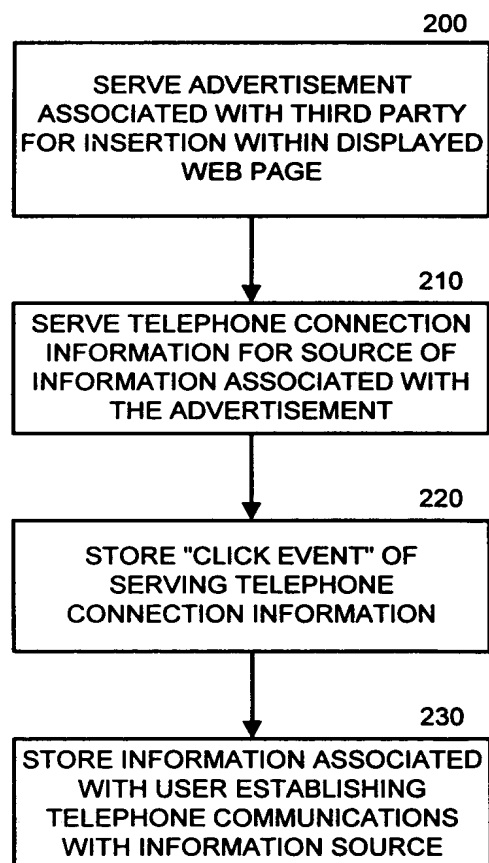
09905799-021202



**Fig. 1**  
(PRIOR ART)



**Fig. 2**



**Fig. 3**

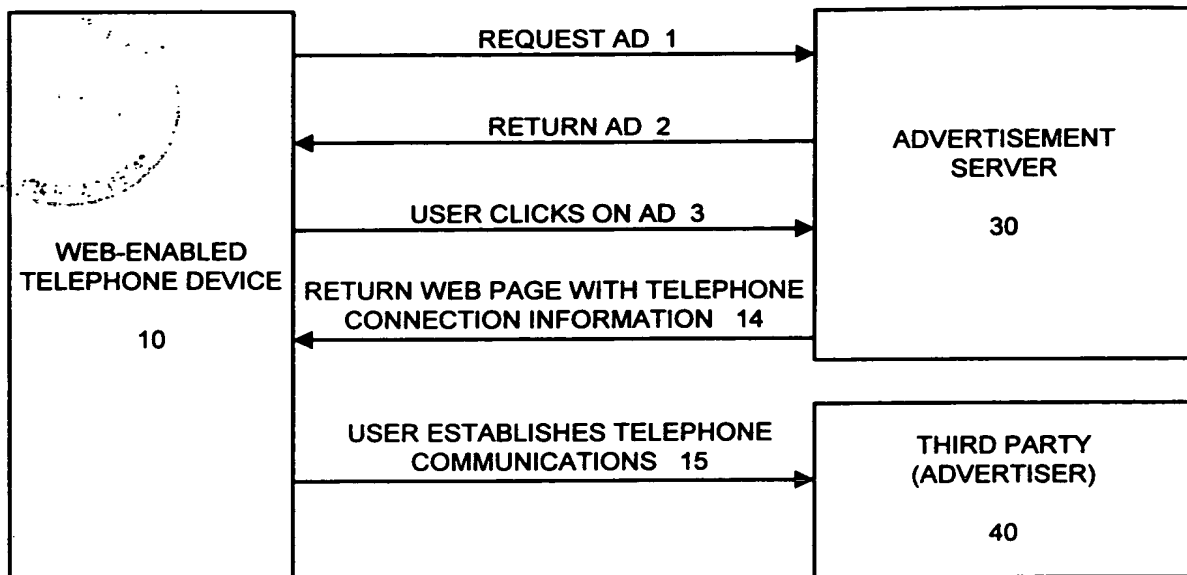


Fig. 4

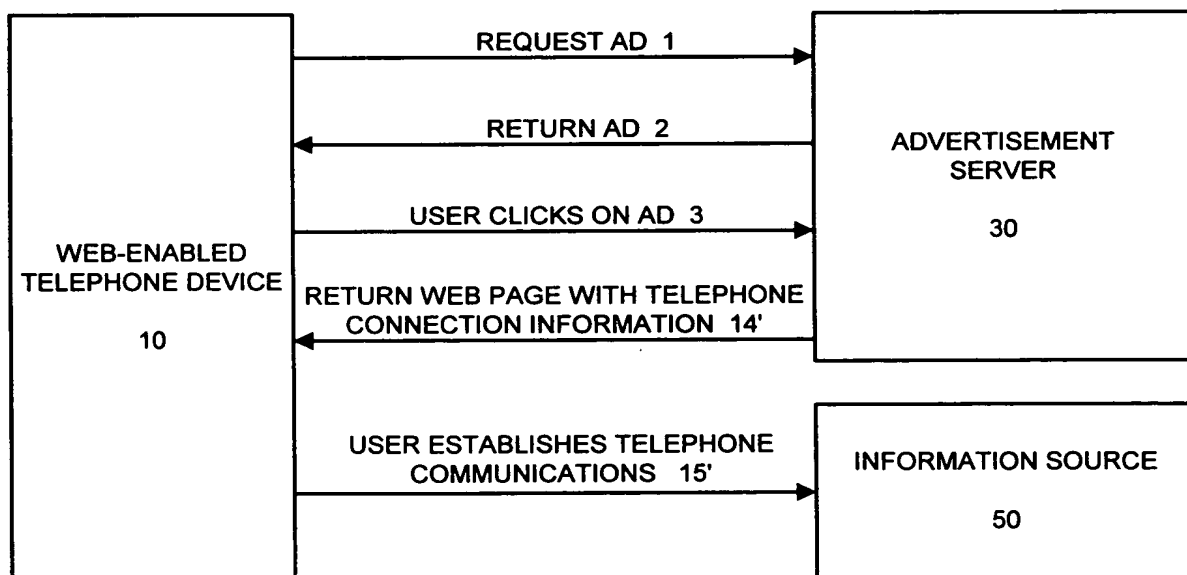


Fig. 5

2022720" 66/50660

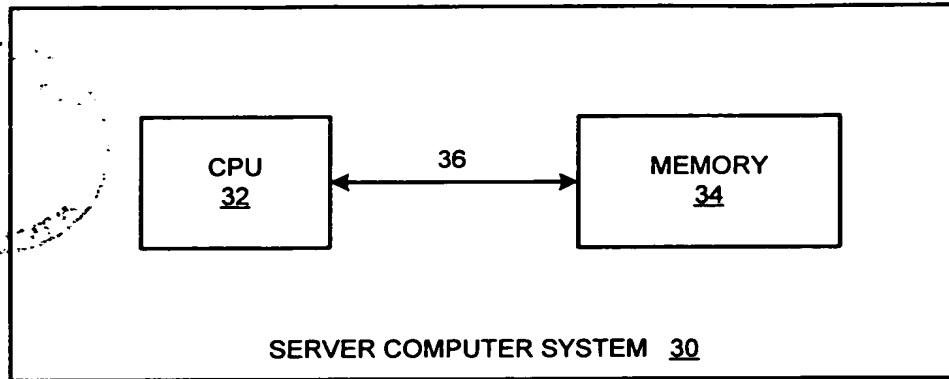


Fig. 6

202120" 66/50660

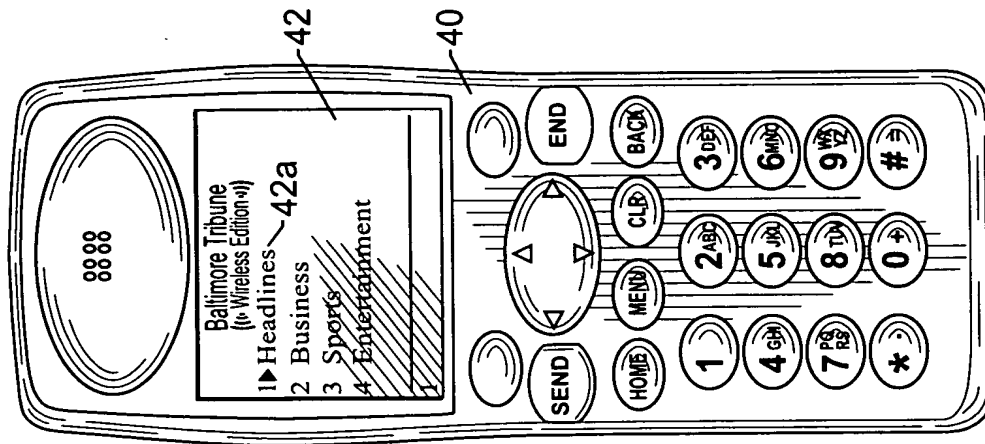


FIG. 7A.

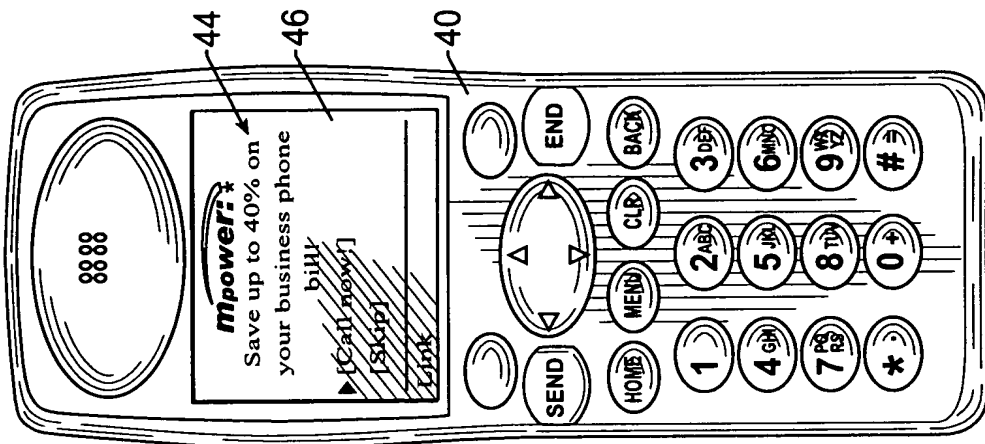


FIG. 7B.

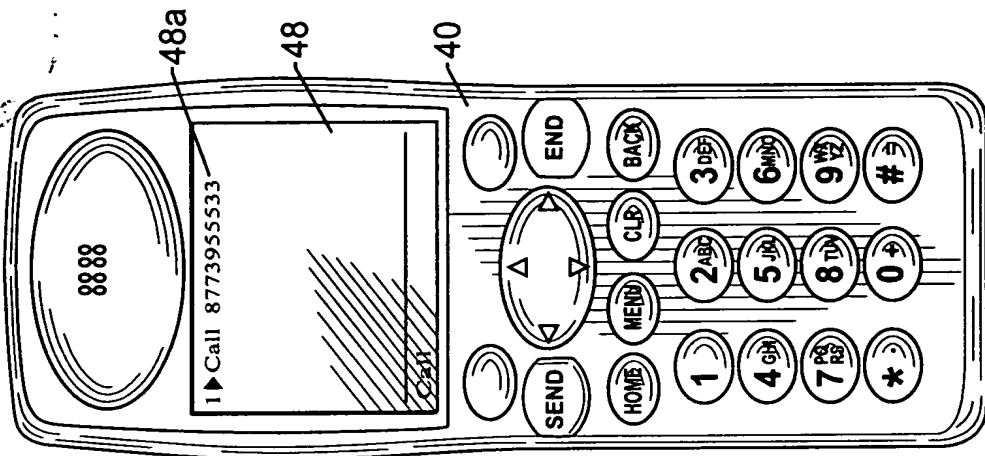


FIG. 7C.